

countertrade – A system of international trade based on bartering. Such transactions may or may not involve cash payments.

coupon – A promotional technique used by marketers to increase sales or store traffic by offering a discount when the coupon is redeemed. A popular form of sales promotion, distributed on the package of the product, by direct mail or in newspaper and magazine advertisements. The consumer is usually offered “cents off” the next purchase upon presentation of the coupon.

cover – The four pages that make up the outside wrap of a magazine or book. Referred to as cover 1, cover 2, cover 3 and cover 4.

cover call – Magazine editors’ decision on photo or other artwork chosen for an issue’s cover.



50

Techniques to Succeed: Cracked Egg Persuasion Model

